

SECTION B – SCHEDULE OF PRICES

B.1 SUPPLIES/SERVICES

The Contractor shall furnish the necessary qualified personnel, facilities, materials, supplies, equipment, and services to execute a Time and Materials Task Order in accordance with the Statement of Work, Section C, and other terms and conditions of this Task Order.

B.1.1 CONTRACT TERM

The Task Order term will be a period of 18 months from date of award.

B.2 PRICE/COST CEILING AMOUNTS

The Not to Exceed (NTE) ceiling amounts for this Task Order are as follows:

Task Order Term **TBD**

In no event shall the Contractor exceed the established NTE Ceiling Price of the Task Order once all parties agree to said amount.

B.2.1 PRICE SCHEDULE DEFINITIONS AND SPECIAL PROVISIONS

B.2.1.1 “Labor Categories”

The labor categories to include within this Task Order shall be the same as those outlined in the base contract. Additional Labor categories submitted outside of those defined in the base contract shall be submitted for review and/or approval to the Contracting Officer (CO) on a Task Order by Task Order basis.

Section B.2 and all of B.3 remain the same as the base contract.

B.4 PRICE SCHEDULE

B.4.1 Price Schedule

B.4.1.2

PRICE SCHEDULE I
Period of Performance
12 months from date of award

LABOR CATEGORIES	# of Workers	LEVEL OF EFFORT (hours)	LOADED RATES	TOTAL PRICE
TOTAL LABOR COST				

OTHER DIRECT COSTS	QUANTITY	RATE	COST
Subtotal ODC			
Total ODCs			
Total Labor Cost			
TOTAL TASK ORDER TERM NTE AMOUNT			

CONTRACTOR: _____ DATE: _____

(The Contractor is requested to submit, on a separate sheet, the breakdown of any Other Direct Costs submitted under this Task Order)

C.1 Task1 Background

Many vehicles are starting to include some type of fuel economy display, not just Hybrids. The feedback and encouragement from these displays may influence drivers to alter their driving patterns to increase fuel efficiency. Many of the driving changes to increase fuel economy are also safe driving behaviors (e.g., looking ahead to anticipate the need for mild acceleration and deceleration, and slower speeds). The effectiveness of these displays has not been studied to determine the most effective designs, which do not increase driver distraction.

Activities

- Task 1: Document the Design Range of Fuel Economy Displays
- Task 2: Data Collection on Driver Use and Opinions of Fuel Economy Displays
- Task 3: Develop Interface Recommendations for a Fuel Economy Display
- Task 4: Develop a Plan to Evaluate the Influence of Fuel Economy Displays on Safety and Fuel Economy
- Task 5 (NHTSA Option): Evaluate the Influence of Fuel Economy Displays on Safety and Fuel Economy

Outcome

- Determine human factors recommendation for an effective interface that improves safety and fuel use without unintended adverse safety effects.
- Develop an approach to quantify the benefits of Fuel Economy Displays in terms of fuel economy and safety.
- Evaluation the effect of the improved feedback on driver behavior and the resulting changes in fuel economy and safety-related effects.

C.1.2 Background

Many vehicles are starting to include some type of fuel economy display, not just Hybrids. The feedback and encouragement from these displays may influence drivers to alter their driving patterns to increase fuel efficiency. Many of the driving changes to increase fuel economy are also safe driving behaviors (e.g., looking ahead to anticipate the need for mild acceleration and deceleration, and slower speeds). The effectiveness of these displays has not been studied to determine the most effective designs, which do not increase driver distraction.

C.3 Activities

- Task 1: Document the Design Range of Fuel Economy Displays
- Task 2: Data Collection on Driver Use and Opinions of Fuel Economy Displays
- Task 3: Develop Interface Recommendations for a Fuel Economy Display
- Task 4: Develop a Plan to Evaluate the Influence of Fuel Economy Displays on Safety and Fuel Economy
- Task 5 (NHTSA Option): Evaluate the Influence of Fuel Economy Displays on Safety and Fuel Economy

C. 4 Outcome

- Determine human factors recommendation for an effective interface that improves safety and fuel use without unintended adverse safety effects.
- Develop an approach to quantify the benefits of Fuel Economy Displays in terms of fuel economy and safety.
- Evaluation the effect of the improved feedback on driver behavior and the resulting changes in fuel economy and safety-related effects.

C.5 Project Background:

C.5.1 Background on Fuel Economy Displays

A fuel economy display presents a driver with information on their vehicles fuel economy. This information allows drivers to observe how their driving behaviors and vehicle's condition effects their fuel economy. Fuel economy displays have been in automobiles in a variety of interface formats for many years. These fuel economy displays have become increasingly prevalent on many newer hybrid vehicles. Due to the presence of higher resolution digital dashboards displays a range of new interface concepts are now possible. Some examples of fuel economy displays are presented

below:

C.5.2 Average Fuel Economy Displays:

These fuel economy displays are typically located center consoles, overhead consoles (See figure 1) or intergraded into the instrument panel displays. The average value of the vehicles' fuel economy since the last time it was reset is displayed.



Figure 1. Average Miles/Gallon on a driver information display

C.5.3 Real Time Fuel Economy Displays:

These fuel economy meters are typically located integrated into the instrument panel present fuel economy information in real time. These systems allow drivers to see the immediate impact of their driving behaviors on their fuel usage. Manufactures have offered these systems as analog displays (See figure two) as well as a variety of digital displays formats (See figure 3).



Figure 2. An analog real time fuel economy display

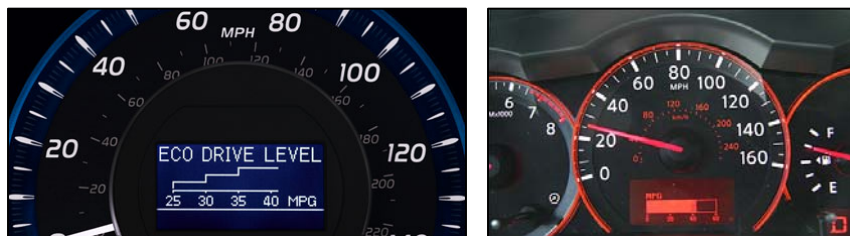


Figure 3. Intergraded real time digital fuel economy displays

C.5.4 Post Trip Feedback

At least one manufacturer automatically presents feedback on a driver's level of fuel economy at the conclusion of a trip. This model displays message "Excellent" appears if the drive was economical. Other energy monitor systems (see below) present post trip statistics if the driver selects view them.

C.5.5 Energy monitor displays

Often sharing the center consol displays with other functions such as navigation systems, audio entertainment systems and rear-view cameras, many hybrids have the option to present an energy monitoring display. These displays present data on the energy sources (regenerative braking, battery usage, gasoline engine use) as well as real time gasoline fuel economy.



Figure 4. Full screen energy monitor displays

C.6. How Improving Fuel Economy Relates to Safe Driving Behavior

Several driver behaviors such as reductions in speeding, rapid acceleration and braking that can improve fuel economy. These recommendations can also be found on the government's consumer information site for fuel economy issues (www.fueleconomy.gov). Engaging in speeding, rapid braking and rapid acceleration all have negative safety implications. Reducing these behaviors may also decrease tailgating, giving drivers a larger safety buffer. More information on these behaviors can be seen below:

C.6.1 Speeding

- Analysis of 2005 FARS data has shown that speeding is a contributor in 30 percent of fatal crashes (13,113 fatalities)[1].
- Higher speeds decrease visibility at night, during inclement weather and around curves.
- Higher speeds decrease stopping distances during emergencies and increase impact speeds during collisions.

1 [NHTSA](http://www.nhtsa.gov). (2005). [Traffic Safety Facts: Speeding](http://www.nhtsa.gov). DOT HS 810 629.

- In a nationally representative survey on US drivers found that nearly 80 percent of drivers admitted to speeding in the past months [2].
- When surveyed, 10 percent of US drivers have been stopped for a speeding violation in the past 12 months.

C.6.2 Rapid braking

- The frequency of high decelerations has been linked to an increased risk of being involved in a crash or near crash [3]
- If following vehicles are not fully alert, rapid braking can increase the chance in which a vehicle is rear-ended.

C.6.3 Rapid acceleration

- Rapid or aggressive acceleration is typically associated with traveling at higher rates of speeds which have been well documented as a safety risk.
- Rapid acceleration increases the risk of losing vehicle control, especially under conditions with limited traction.

C.6.4 Tailgating

- Tailgating decreases the time a driver has to react to a slowing vehicle, increasing the risk of collision for inattentive drivers.

Thus, drivers who are able to adjust their behaviors to improve fuel economy may also improve their safety—to the extent that the safer behaviors lead to reduced crash risk.

C.7 How Fuel Economy Displays May Cause Safety Problems

Fuel economy displays could potentially contribute to some of the following safety problems:

C.7.1 Driver distraction:

- Fuel economy displays are expected to direct both visual and cognitive attention away from the task of driving
- An analysis of naturalistic driving data has shown that while short glances are not a major contributor to crash risk, longer glances (over 2 seconds) can increase crash risks by at least 2 times [4]. The time drivers may typically spend looking at these displays is unknown.

2 [NHTSA \(2004\). National Survey of Speeding and Unsafe Driving Attitudes and behavior: 2002. Volume II. DOT HS 809 730.](#)

3 NHTSA (Under Review). The Study of Methodological and Crash Avoidance Issues Using the 100-Car Naturalistic Study Data Subtask 6-Analysis of the Variability in Driving Behavior and Performance. DOT HS 810 XXX.

4 [Klauer, S.G., Dingus, T. A., Neale, V. L., Sudweeks, J.D., and Ramsey, D.J. \(2006\). The Impact of Driver Inattention on Near-Crash/Crash Risk: An Analysis Using the 100-Car Naturalistic Driving Study Data \(DOT HS 810 594\)](#)

C.7.2 Drafting:

- Drag can be reduced dramatically by traveling closely behind another vehicle or “Drafting.” The larger the leading vehicle and the closer behind the vehicle the better the gas mileage can be achieved.
- The use of drafting to increase gas mileage can be found on many hybrid vehicle web forums.
- Displaying real time fuel economy information could increase this potentially risky behavior.

C.7.3 Dangerously conservative driving behavior:

- Some drivers may drive dramatically below the speed limit, or accelerate too conservatively during inappropriate situations such as highway merges.
- These behaviors can place a vehicle a greater risk of being stuck or force other drivers to drive erratically to avoid striking slower moving vehicles.

C.8 Specific Requirements for this Task Order:

C.8.1 Task 1: Document the Design Range of Fuel Economy Displays

To be able to properly evaluate fuel economy displays, the range of fuel economy displays should be documented. The contactor shall review areas to assure that prior work in this area has been researched.

This report shall contain the following areas:

- A history of the general trends in vehicles offered with fuel economy displays. This should include information on general time periods in which systems were offered, display formats, technologies that impacted design choices (sensors, visual display technologies) and other patterns that may emerge (e.g., import vs. domestic, hybrid vehicles).
- The history of the general trends in aftermarket devices that offered fuel economy displays.
- A review of fleet vehicle safety feedback interfaces (e.g., DriveCam, Green Road Technologies)
- A review of patents on fuel economy displays.
- Detailed descriptions of currently offered fuel economy displays including details and images of system interfaces. Information shall be included on details including percentage of vehicle produced with a given system type.
- An indication of the percentage of new vehicles which have features that would be required for implementation of a fuel economy display (e.g., within instrument panel digital displays, driver information centers, LCD screens, sensors).
- Any research conducted with fuel economy displays assessing either fuel economy or safety.

- A query of industry, research institutes and relevant professional societies for any additional research that may have been conducted in this area.

The above areas shall provide information on the major types of fuel economy displays that have been used in past. The contractor shall provide an assessment of the major fuel economy display types based on accepted human factors principles and expert judgment.

Any references cited in the Task 1 Finals Report should be submitted to the NHTSA TOM electronically on a CD or DVD.

Kickoff

The contractors shall present the findings from this task, as well as outline the other activities for this project in a kickoff briefing at the DOT.

Deliverables: Task 1 Work plan, Task 1 Draft Report, Draft Kickoff Briefing Materials, Final Kickoff Briefing Materials, Task 1 Final Report

C.8.2 Task 2: Data Collection on Driver Use and Opinions of Fuel Economy Displays

In order to assure that fuel economy displays are line with drivers' goals and expectations, and to avoid any adverse effects, drivers' behaviors and opinions related to fuel economy displays shall be assessed. This shall be done by questioning current users of this technology as well as the general population.

C.8.2.1 Subtask A: Obtain data from current owners of vehicles with fuel economy displays

The contractor shall conduct focus groups on current owners of vehicles with fuel economy displays. The contractor shall ensure that owners with a range of display are questioned including real time and non-real time fuel economy displays. There should be special emphasis on gaining information on innovative designs, as well as the drivers of hybrid vehicles.

- Topics covered at minimum shall address the following areas:
 - Knowledge of the functions of driver's information displays
 - Data on the frequency drivers look at their displays
 - Perceived level of distraction caused by the display
 - The importance/desirability of having a fuel economy display
 - Tracking behaviors of fuel economy (e.g., using the trip odometer on refill, fuel logs, use vehicle maintenance software etc.)
 - The importance of achieving ideal fuel economy
 - The importance of saving money
 - The importance in being environmentally friendly
 - Knowledge and rate of engagement in drafting
 - Any perceived changes in driving behavior due to fuel economy displays

- Knowledge of methods for improving fuel economy
- Information on their frequency in speeding, rapid braking, rapid acceleration and tailgating
- Driver's level of driving aggressiveness

Survey Option: The contractor may offer a proposal for collecting the information in this subtask efficiently with a survey while adhering to OMB requirements. If the proposal can allow for the required information to be collected in a timely fashion, NHTSA may exercise this option.

C.8.2.2 Subtask B: Obtain data from the general public on fuel economy displays

A second focus group shall be conducted on a more representative sample of the driving public to obtain information on the drivers' opinions and acceptance of fuel economy displays. The contractor shall ensure that drivers are knowledgeable of the operation of fuel economy displays prior to relevant questioning.

- Topics covered at minimum shall address the following areas:
 - The presence of absence of fuel economy displays
 - Knowledge of the functions of driver's information displays
 - Data on the frequency drivers look at their displays
 - Perceived level of distraction caused by the display
 - The importance/desirability of having a fuel economy display
 - Pros and Cons of fuel economy displays
 - Driver opinion displays viewed on full time vs. selectively
 - Tracking behaviors of fuel economy (e.g., using the trip odometer on refill, fuel logs, use vehicle maintenance software etc.)
 - The importance of achieving ideal fuel economy
 - The importance of saving money
 - The importance in being environmentally friendly
 - Knowledge and rate of engagement in drafting
 - Any perceived changes in driving behavior due to fuel economy displays
 - Knowledge of methods for improving fuel economy
 - Information on their frequency in speeding, rapid braking, rapid acceleration and tailgating
 - Driver's level of driving aggressiveness

Survey Option: The contractor may offer a proposal for collecting the information in this subtask efficiently with a survey while adhering to OMB requirements. If the proposal can allow for the required information to be collected in a timely fashion, NHTSA may exercise this option.

Deliverables: Task 2 Work plan, Task 2 Draft Report, Task 2 Finals Report

C.8.3 Task 3: Develop Interface Recommendations for a Fuel Economy Display

Based on the information gained in Task 1 “Document the Design Range of Fuel Economy Displays” and Task 2 “Data Collection on Driver Use and Opinions of Fuel Economy Displays” as well as incorporating accepted human factors principles the contractor shall develop a set of recommended concepts fuel economy displays.

C.8.3.1 Subtask A: Concept Development

The contractor shall develop a set of concepts for fuel economy displays. These may include new concepts and/or general concepts discovered in Task 1. Additionally, concepts which include means for informing drivers on how they could alter their driving performance should be considered. The justification for inclusion, a detailed description of the functionality and a visual representation of each concept shall be submitted to NHTSA in the subtask. A minimum of 8 concepts shall be submitted by the contractor.

C.8.3.2 Subtask B: Refinement and Testing

Upon review of the concepts submitted in Subtask A by NHTSA and discussions with the contractor, testing shall be conducted on a subset of the concepts developed in Subtask A. This testing will be used to further refine each of these concepts. This testing should produce comparable data on the interface comprehension, usability, desirability, glance patterns, distraction and estimated impact on driving behavior.

Testing may involve some or all of the following tools:

- Focus Group/ Surveys
- Testing in a usability lab
- Driving simulator evaluation
- On road testing

A set of two recommended interfaces shall be provided at the conclusion of this task

Deliverables: Task 3 Work plan, Subtask A concept descriptions and justifications, Task 3 Draft Report, Task 3 Final Report

C.8.4 Task 4: Develop a Plan to Evaluate the Influence of Fuel Economy Displays on Safety and Fuel Economy

To fully understand how drivers use fuel economy displays, data needs to be collected in a real driving environment.

The contractor shall develop a means to determine the effectiveness of the two fuel economy displays recommended in Task 3. The evaluation shall involve the naturalistic testing of drivers with vehicles integrated with the recommended displays. The evaluation shall focus on collecting data on the influence of the fuel economy displays on driving behavior and fuel economy.

To reduce costs the evaluation plan where possible, should make use low cost data collection methods, and explore using or altering existing vehicle displays screens. Partnering with automobile suppliers may be another method to reduce the effort involved in evaluation and instrumentation.

Details on testing shall include:

- The experimental design
- The behaviors that will be observed
- How the behaviors will recorded in the vehicle
- How these behaviors will be analyzed
- How fuel economy will be assessed
- How changes in driving conditions will be controlled (e.g., traffic conditions, roadway types)
- How vehicles will be instrumented for data collection
- How the displays will be intergraded into the vehicles
- How data will be extracted from the test vehicles
- Options for how drivers will be recruited
 - Considerations should be made for the recruited population's motivation to maintain ideal fuel efficiency
- A Cost estimate to conduct this evaluation plan

The method of data collection, analysis, and the display of the recommended interface shall be demonstrated on a vehicle.

Several options for the evaluation should be presented in the Task 5 Work plan. These should encompass the trade offs of time length of evaluation, the number of vehicles instrumented, recruitment methods and other critical factors.

Deliverables: Task 4 Work plan, Vehicle demonstration, Task 5 Work plan, Task 4 Draft Report*, Task 4 Final Report*

*The Task 4 Draft/Final Report shall contain the details on the Task 5 work plan. The Work plans shall include cost information, however since the Task 4 report may be publicly released cost and other propriety information may be stripped.

C.80.5 Task 5 [NHTSA Option]: Conduct an evaluation of the Influence of Fuel Economy Displays on Safety and Fuel Economy

Based on the quality of the work completed on this project and the availability of funding NHTSA may elect to have the contractor perform this task. In this task the contractor shall conduct the evaluation as defined in the Task 5 work plan.

At the completion of this task the contractor shall conduct a briefing of the findings at the DOT.

If NHTSA does not approve this contractor to perform the work in the Task 5 work plan the only deliverables from this task will be a final briefing and 2-page “journal style summary.

Deliverables if the full task is completed: Draft Main Report including the results from Tasks 1-5, Draft Briefing Materials, Final Briefing Materials, Final Main Report, 2-page “Journal Style” summary.

b Delivery Schedule

SCHEDULE AND DELIVERABLES

Deliverable/Milestone	Finish Date
Monthly Reports	15 th of each month
Task 1	
Task 1 Work plan	2 Weeks ACA
Draft Task 1 Report	2 Months ACA
Draft Kickoff Briefing Materials	2.5 Months ACA
Kickoff Briefing	2.75 Months ACA
Final Kickoff Briefing Materials	3 Months ACA
Kickoff Briefing	3.25 Months ACA
Final Task 1 Report	3.5 Months ACA
Task 2	
Task 2 Work plan	2.5 Months ACA
Draft Task 2 Report	5 Months ACA
Final Task 2 Report	6 Months ACA
Task 3	
Task 3 Work plan	6 Months ACA
A list concepts descriptions	6.5 Months ACA
Draft Task 3 Report	8 Months ACA
Final Task 3 Report	9 Month ACA
Task 4	
Task 4 Work plan	8.5 Months ACA
Demonstration of Data Collection Vehicle	12 Months ACA
Task 5 Work plan	12.5 Months ACA
Draft Task 4 Report	13 Months ACA
Final Task 4 Report	13 Months ACA
Task 5 [NHTSA Option]	
Draft Main Report	17 Months ACA
Draft Final Briefing Materials Main Report	17.25 Months ACA
Final Briefing	17.5 Months ACA
Final Briefing Materials	18 Months ACA
Final Main Report	18 Months ACA
2-page “Journal Style” summary	18 Months ACA

*ACA: After Contract Award

Period of performance:

The period of performance for these tasks shall begin on the date of execution of the contract and will be completed within 18 months.

Deliverable Details:

Work plan: A work plan is a detailed plan of the activities that will occur during the duration of the task. This shall include details on the procedures to be used for each subtask. A work plan must be approved by NHTSA prior to beginning a task.

Draft Report: A draft report is designed for the review of the TOM. If a report will be released publicly by the agency this will be circulated for agency review and comment. The contractor is responsible for addressing comments by the TOM and those by other agency reviewers prior to becoming before it can be declared a "Final Report." The original sources for any referenced material shall be provided electronically to NHTSA.

A report which involves the testing of participants should explicitly describe these methodological elements as well as demonstrate the linkages among them:

- Purpose of study
- Rationale by which properties of the vehicle subsystem or user-interface are expected to influence driver-participant behavior.
- Primary predictions for the dependent variables and corresponding measures.
- Study Design characteristics with *rationale* for selection of independent, dependent, and controlled variables
- Operational definitions for the independent, dependent, and controlled variables
- Description of participant task(s) including Instructions, detailed procedures for participant, type of required responses and decisions to be made by participant.
- Description of equipment and driver environment, Describe how Participant-driver operates and receives feedback from vehicle subsystem or user-interface.
- Linkage of statistical results to planned tests and study design.
- Interpretation of results that examine the predictions, hypotheses, and purpose of the study. This includes unexpected results.
- Lessons learned on method and other aspects of the research issue(s)
- Research gaps and unresolved questions relative to current objectives.
- Suggested research to address gaps including methodological approach.
- Summary of project (Abstract, Executive Summary,...) including at a minimum: Purpose and issue(s), approach to issue, interpretations of major results, and recommendations.

Final Report: A draft report becomes a final report after the contractor has addressed comments by the TOM and those by other agency reviewers.

Draft Briefing Materials: All materials to be used for a briefing shall be submitted by the

contractor at minimum of three days prior to the briefing. The contractor is responsible to address any comments from the TOM prior to the briefing. Presentations shall be submitted as Microsoft Power Point files. Any videos, handouts or other materials shall also be submitted to NHTSA by the contractor.

Final Briefing Materials: Final briefing materials the materials from used in the briefing plus incorporating any corrections and questions that may have been during the briefing. Finals briefing materials shall be submitted by the contractor within one week after a briefing has been given.

2-page “Journal Style” summary: This document is intended to provide a reader with a quick overview of a report’s most meaningful findings. This should cater to a less technical audience than the main report. Relevant photographs, charts and tables shall be placed in this summary. An executive summary is not a substitute for a 2-page journal style summary, as these typically report more than just the most meaningful findings and lack photos, charts and tables. These summaries will form the basis for a NHTSA publication in a format similar to “Traffic Safety Facts.”

MONTHLY REPORTS:

The contractor shall submit monthly reports electronically in Microsoft Word format to NHTSA by the 15th of each month for each project within this task order agreement. The monthly reports shall follow the example below for format and content:

Contract Number: XXXXX-XXX-XXX Task Order Number: #10 Project Title: Research Project Period Covered: 12/01/06 -1/01/07 Task Order Manager: John Smith, (555) 555-5555, john.smith@dot.gov COTR: Jane Smith, (555) 555-5555, jane.smith@dot.gov Principle Investigator: Josie Smith, (222)222-2222, josie.smith@contractor.com
Project Updates/Preliminary Results:
<i>Task 1:</i> <ul style="list-style-type: none">• Bulleted list of updates. <i>Task 2:</i> <ul style="list-style-type: none">• Bulleted list of updates.
Issues/Delays:
<ul style="list-style-type: none">• Bulleted list of problems, including impact to schedule.
NHTSA Actions Requested:

- Bulleted list of requests.

Schedule:

Schedule and milestones in the contract:

[Gantt chart]

Updated Schedule and milestones:

[Gantt chart]

Work Completed:

[Chart plotting percent completion by task]

Costs:

Research Project Costs:

[Line chart including total spent, estimated expenditures by month]

Task 1: Costs

[Line chart including total spent, estimated expenditures by month]

Task 1- Subtask A:

[Line chart including total spent, estimated expenditures by month]

BI-WEEKLY TELEPHONE MEETINGS:

Bi-weekly telephone status meetings between NHTSA and the contractor's staff will begin upon award of this Task Order. The PI shall be responsible for setting up the meeting and establishing the agenda for each; meeting topics can include but are not limited to status of test preparations, test schedule, any issues requiring resolution, and upcoming tasks. Meeting minutes shall be provided to NHTSA by the contractor.

FORMATTING OF ELECTRONIC DOCUMENTS

The contractor shall provide all reports in Microsoft Word either via e-mail or on a CD using the fewest number of formatting tools as possible (i.e. avoid columns, multiple fonts, etc.). If the publication has charts and graphs, the contractor shall insert the Excel chart or graph at the appropriate locations in the publication. For photographs and other graphics, the contractor shall select graphics that are 72-dpi and between 120 by 90 and 600 by 400 pixels. If a photograph is supplied by an outside source (contractor, grantee, national organization, etc.), the contractor shall include a release form indicating that the human subjects in the photo authorize NHTSA to use the photo in its publications and on its Internet site.

The contractor shall follow the recommendations in the NHTSA Style Guide. The contractor is responsible for assuring that they are using the most current style guide.

EVALUATION FACTORS

Technical Evaluation Factors for Proposals to Conduct the Project “*Requirements for Effective Fuel Economy Displays for Improving Fuel Economy and Safety*”

The proposals and evaluators' worksheets will be distributed by the Evaluation Committee Chairperson at the initial meeting of the Evaluation Board. For each proposal, the factors listed on the evaluator's worksheets will be rated by each member of the Board and submitted to the Chairperson. The Chairperson will derive the respective weighted scores, total them, and average the ratings of all evaluators to establish the merit standing for each offeror.

The proposed system is based on a score of 1,000 points which a proposal can accumulate by scoring "outstanding" on each factor.

The scoring system and weights are:

Factor	Score	Weight	Maximum
1 Understanding of the Technical Material	0-10	30	300
2 Data Collection and Analysis Techniques	0-10	25	250
3 Qualifications of Project Personnel	0-10	25	250
4 Past Project Experience	0-10	20	200

1,000

As shown above, each evaluation factor can receive a maximum score of ten points with the following quality rating scheme:

Rating	Rating Category	Description
0-3.9	Unacceptable (Technically Unacceptable)	Incomprehensible or unacceptable approach, methods, organization, or capabilities. Not capable of being evaluated.
4.0-6.9	Below Normal	Fails to meet the minimum stated requirements, but is of such a nature that it has correction potential.
7.0-7.9	Acceptable (Technically Acceptable)	Meets minimum requirements of the RFP; responsive to all major aspects of RFP; capable of achieving desired objectives of the procurement.
8.0-8.9	Excellent	Comprehensive and fully acceptable; excellent approach. Fully responsive to every aspect of the RFP, with capability for excellent or productive results in one or more major areas covered by the procurement.
9.0-10.0	Outstanding	Professionally superior approach. Fully responsive to every aspect of the RFP, within most or all areas covered by the procurement. Large capability for excellent or highly productive results.

Proposals will be evaluated based on the following four evaluation factors:

Evaluation Factor 1: Understanding of the Technical Material (30 Points)

Thorough understanding of the key technical issues involved in this project and the logistical requirements to successfully conduct the project, and the offeror's strategy for meeting all project milestones. The offeror's approach must be clear, complete, reasonable, and feasible. Proposals must include the offeror's approach to achieving the overall objectives of the project, and its approach to each of the tasks in the statement of work. The offeror's understanding of the issues must be evidenced both in a Background section of their proposal, and then also in a task-by-task description of its proposed approach for completing the study described in the statement of work. The approach must address potential issues that may arise during the conduct of the project, and the offeror's strategy for handling any problems. Proposals must include the offeror's strategy to ensure that all work is satisfactory to the NHTSA TOM and on schedule, including submission of all deliverables.

Evaluation Factor 2: Data Collection and Analysis Techniques. (25 Points)

The offeror shall demonstrated a strategy for data collection including the literature review, concept development, focus group/survey work, usability/laboratory/simulator testing, roadway evaluation, in-vehicle data collection and data reduction. The offeror must describe in detail its approach for obtaining the required data for this project and discuss potential problems that could arise during data collection, and discuss how it will resolve such problems. If necessary, the offeror's proposal must address appropriate qualitative data analyses and to achieve the project's objectives. The offeror's ability to appropriately discuss results and draw appropriate conclusions must be demonstrated.

Evaluation Factor 3: Qualifications of Project Personnel. (25 Points)

Personnel must have expertise and work-related experience in the skills needed for successful completion of this project. Offeror staff must have experience in the areas of human factors in the driving domain, literature review, conducting focus group or surveys, usability/laboratory/simulator testing, research design, prototype development, vehicle instrumentation, qualitative data collection/analyses and technical report writing. The education, experience, and availability of key project technical personnel must be demonstrated. Subcontractors and/or consultants will be evaluated to the same standards as above.

Evaluation Factor 4: Past Project Experience. (20 Points)

This factor will be scored based upon the offeror's past project experience similar to the work described in the Statement of Work. The evaluation will include a review of specific descriptions of previous SOW's performed, resources required and dollar values of such work.

Offeror: _____

Evaluator: _____

Project: Requirements for Effective Fuel Economy Displays for Improving Fuel Economy and Safety